JAMES COOK
UNIVERSITY
AUSTRALIA

CP1406/CP5638 Assignment 1
Project Plan & Small Website (Individual Work)

Task:

This assignment involves two parts, to be implemented as Web pages and submitted as described below.

1. **Project Plan**
2. **Small Website**

Your (fictional) client for the assignment has provided an introductory email containing a description of their goals and some text content for the site they would like you to develop.
Your task is to turn this into a clear useful **plan** and a small functional **website**.

Project Plan:

Write your project plan so that it is a useful working document to guide your development. Carefully consider the description provided by the client to inform your planning. Complete the plan by editing the provided **plan.html** template file, which contains the following required sections:

Goal

Concisely state what the goal or mission of the website is. Note that the mission must be to improve something in a measurable way. To "provide information about something" is not a good mission, since you cannot see a measurable improvement. Why is the site needed? How does it benefit the client? Be clear and specific.

Success Evaluation

Describe the processes by which the site's success will be evaluated. Note that "hits" only counts people (or robots) visiting your website, which says nothing about whether the site has achieved its mission. How do you know that the site does what the client wanted?
Measure the mission you stated above.

Target Audience

Describe **two (2)** things clearly and specifically:
1. the target audience that your site is intended for (be specific; you cannot aim for everyone)
2. how you will intentionally design the site to cater to this audience (as distinct from a different target audience)

Site Flowchart

Create a site flowchart (site map) to show the hierarchy of pages in the site and their relationships. Each page should be represented by one box. The names in the boxes should be the page names. The order of boxes is the order these links should appear on the site. If you do not have a preferred drawing program for flowcharts, use https://app.diagrams.net/. Save your flowchart as a PNG file (normally the best file format for plain, straight-lined diagrams like this) and insert the image in your plan file under this heading.

Use the provided **plan.html** file provided for your plan.

- **DO NOT** change the file name or the formatting.
- **DO NOT** edit it in Word, just save it and edit it as an HTML file in Visual Studio Code.
- Each section has a heading and a paragraph (…) for your content. Add your name in the <title> before submitting.
- Your website **SHOULD NOT** link to the plan.
- There is no set word limit for your plan. Be clear, concise, and complete.

Small Website:

Design and develop a small website for the client. Use your project planning (goal, target audience, flowchart) to inform and guide your design.

- Use the content provided by the client (but **NOT** the introduction they have provided for you, the developer).
- Edit the provided text content to make it suitable for the website. You are welcome and encouraged to write some amount of additional text to benefit the site, as appropriate. But don't just make stuff up that might not be true.
- Think about the information architecture and decide what content should go on what pages to best achieve the site goals.
- You must develop the site from scratch yourself. You may **NOT** use existing templates or frameworks like Bootstrap or similar.
- **images.zip** contains images you can use to help create this website. **DO NOT** use any images other than the ones provided.

Although it is up to you exactly what goes where in the site, you should have at least the following elements:

- HTML Pages (with a minimum of 3 pages) – name your home page file **index.html**

  The website should be finished with the content provided, i.e., no blank pages or "under construction" pages.

- Navigation – links between pages and to the external sites provided (no broken links).
- CSS – use an external style sheet for all CSS styling.
- Images – make appropriate use of the images provided for your site. Consider editing, resizing, cropping, compressing. Note just how very large some of the original images are!

Submission:

Submit **a zip file** of your work (not including temporary files/documents) to LearnJCU.
Ensure you include every file required for your website and plan.html.

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Marking Rubric:

Criteria	Exemplary (9, 10)	Good (7, 8)	Satisfactory (5, 6)	Limited (2,3,4)	Very Limited (0, 1)	Weighting
Goals	Goals are clear in the first sentence, contain measurable goals for the improvement of the Company; does not contain unnecessary or vague information		The statement is not as clear as it should be, contains unnecessary information, too brief or too long		No discernible mission, nothing measurable, inappropriate length	10%
Success Evaluation	Specifically explains how the mission (improvement) will be measured (quantified)		Measurement is not the best match for the actual mission, or does not use quantifiable metrics		Vague or inappropriate success definition	10%
Target Audience	Clearly identifies a specific target group, and specifically describes how the site will be designed to suit that target audience		Audience definition lacks clarity, description of site design is not specific enough to suit the target audience		The audience is vague or inappropriate, does not describe site design for the target audience	10%
Flowchart	Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page, lines and arrows are accurate		The diagram has mistakes in it (e.g., not every box is a page), inconsistent or incorrect visual language used		The diagram is unhelpful, the hierarchy is not represented	10%
Content & Information architecture	No missing content. Content has been thoughtfully organised to be suitable for site goals. Calls-to-action are clearly used.	Exhibits aspects of exemplary (left) and satisfactory (right)	No missing content. The content is mostly well-organised and somewhat aligned with the site goals. Calls-to-action are used.	Exhibits aspects of satisfactory (left) and very limited (right)	Missing content. Content placement seems illogical and/or not aligned with the site goals. Missing calls-to-action. Any broken link.	15%
Images	Good use of images, all appear at their correct size		Some images are not well used and/or resized with HTML Or lack of images on page (too text-heavy)		Images are not used or all generally poorly used. Any unauthorised images used.	10%
HTML and CSS	Content and design elements are all appropriately structured and styled. HTML & CSS used correctly. No validation errors.		Content and design elements are mostly appropriately structured and styled. HTML & CSS mostly used correctly. Only minor validation warnings or errors.		Content and design elements are mostly missing. HTML & CSS problems. Significant validation errors.	15%
Interface Design	Design is professional, consistent, suitable for site goals and audience		Design is fairly good, not as suitable for site goals and audience as it should be, minor inconsistencies across different pages		Poor quality, not suitable for site goals and audience	10%
Information Design	Text has been reformatted to be suitable for scanning and for this site's goals, images enhance meaning of text		Most content is well-formatted but some text needs to be made more scannable, images mostly help		Text appears just copied from client content	10%